

Research on Consumer Willingness to Purchase Time-honored Brand Products Based on TPB Theory in the New Media Environment

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ABSTRACT

In the context of the digital economy, utilizing new media for marketing and brand promotion has become the direction of digital transformation for China's time-honored brand enterprises. This paper takes consumer research data as a sample and based on the theory of planned behavior (TPB), establishes a mechanism model for the impact of consumer willingness to purchase China's time-honored brand products in the new media environment. The conclusion of this paper is as follows: First, subjective norms become the most important factor influencing consumer attitudes. Secondly, the level of new media marketing for time-honored brands can significantly influence consumer attitudes and promote the conversion of consumer purchase intention. Finally, perceived behavioral control can significantly influence the attitude of consumers, but it cannot significantly affect their behavior. This paper provides policy recommendations for improving the competitiveness and marketing level of China's time-honored brands in the new media environment from the aspects of social media construction, new media operation, promoting product innovation and model innovation.

KEYWORDS

New media; Theory of Planned Behavior(TPB); China's time-honored brand

1. INTRODUCTION

With the continuous growth of 5G technology, the scale of internet users, and the constantly evolving sales models of new media e-commerce, using new media to disseminate information can adapt to the personalized needs of consumers, quickly target a large number of consumers, and interact closely with target consumers. This not only helps time-honored brands understand customer needs, but also cultivates emotional connections between consumers and brands, increasing consumer stickiness [1]. The emergence of new media has become a good opportunity for time-honored brands to return to the times, enabling them to carry out large-scale and efficient marketing activities in the situation of relatively weak funds. From the perspective of policy environment and communication conditions, time-honored brands face a great opportunity for development. How to use external advantages to promote products to customer groups especially for young people in the internet era will be a priority for time-honored brand enterprises.

Due to the short rise of new media, research on the role of new media in influencing consumer willingness of time-honored brand products is relatively scarce both domestically and internationally. Meanwhile, research on time-honored brands in the new media environment is mostly limited to the field of brand communication. Cao Linyin et al. used the time-honored brand 'Pechoin' as an example to study how social communication can improve the effectiveness of time-honored brand communication [2]. Wang Xiangming studied how to promote the healthy and sustainable

development of time-honored brand enterprises through brand enhancement and optimization in the era of digital media [3]. Tang Ying et al. proposed innovative methods for brand marketing based on the problems of social media communication in Guangdong's time-honored brands [4]. Lu Suixiaofei proposed a breakthrough path for new media dissemination of time-honored brands in Liaoning Province by analyzing the reasons for their predicament in brand communication [5]. Wang Ning conducted experimental research and analysis to analyze the impact of personalized communication on consumer brand attitudes in the era of new media, and proposed communication strategies for time-honored brands in the new media era [6].

2. THEORIES AND ASSUMPTIONS

The Theory of Planned Behavior (TPB), proposed by Icek Ajzen [7], is a mature social psychology theory that has been widely applied in fields such as management, nursing, and marketing. As new media becomes a part of daily life, researchers are committed to examining the predictive and explanatory power of TPB theory on online behavior, including online shopping [8], online services [9], mobile payments [10], and so on. Therefore, TPB theory can be used to explore the issue of consumer willingness of time-honored brands in the new media environment.

According to TPB theory, human behavior patterns are influenced by three main variables. Attitude refers to an individual's positive or negative feelings towards purchasing time-honored brand products, which is formed by conceptualizing their evaluation of a specific behavior. Subjective norms refer to the degree to which an individual is influenced by the opinions of people who have a relationship with them when making a certain action or intention [11]. Specifically, it refers to the social pressure perceived by consumers when making decisions about whether to purchase time-honored brand products. This pressure comes from family, friends, colleagues and so on. Subjective norms have a significant impact on the technology acceptance and use of individual users [12]. Perceived behavioral control refers to the degree to which consumers perceive the ease or difficulty of purchasing time-honored products, such as the time, money, and purchasing channels. The smaller the difficulty in consumer expectations, the greater the perceived behavioral control. High levels of perceived behavioral control result in stronger behavioral intentions [7]. Perceived behavioral control can also have an impact on behavioral attitudes [13]. Based on the above viewpoints, the following assumptions are proposed.

H1: Subjective norms have a significant positive impact on consumer attitudes towards purchasing time-honored brand products.

H2: Subjective norms have a significant positive impact on consumer intention to purchase time-honored brands products.

H3: Perceived behavioral control has a significant positive impact on consumer attitudes towards purchasing time-honored brand products.

H4: Perceived behavioral control has a significant positive impact on consumer intention to purchase time-honored brand products.

H5: The attitude of consumers towards purchasing time-honored brand products has a significant positive impact on their purchase intention.

In the media environment, the rapid advancement of new media technology has brought new opportunities for the construction of time-honored brands and Omni-channel layout. In terms of consumer attitudes, consumers are easily affected by the number of online word-of-mouth and the quality of online store services. Therefore, the following assumptions are proposed.

H6: The level of new media marketing by time-honored brands has a significant positive impact on consumer purchase attitudes.

H7: The level of time-honored brand new media marketing has a significant positive impact on consumer purchase intention.

Based on the above viewpoints, the theory of planned behavior is improved by adding factors that influence the level of new media marketing, and a model based on the TPB theory extension, as shown in Figure 1.

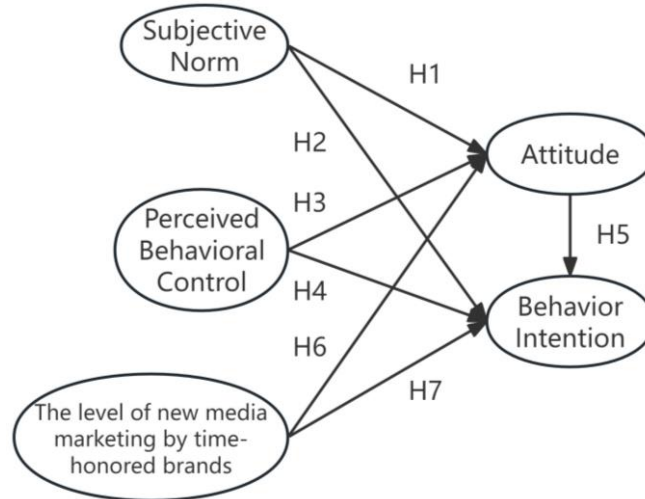


Figure 1. Mechanism model for the impact of consumer willingness to consume time-honored brand products in the new media environment

3. ANALYSIS AND RESULTS

Based on the above assumptions, 14 survey questions were refined as observation variables, and the Likert 5-level scale was used to assign values to the variables, with 1 being ‘completely disagree’ and 5 being ‘completely agree’. The design of the scale draws on existing research results both domestically and internationally. Subjective norms, perceptual behavioral control, and other variables are mainly referred to the TPB theoretical scale designed by Ajzen and Fishbein [14]. This study collected relevant data through a questionnaire survey. Considering the convenience of collecting questionnaires and data processing, this survey mainly focuses on consumers in Zhejiang Province and adopts an online survey method. The survey was conducted in February 2024.

3.1. Sample Descriptive Statistical Analysis

As shown in Table 1, 512 questionnaires were distributed in this survey, and a total of 478 valid questionnaires were received. The proportion of males and females in the questionnaire is 46.44% and 53.56%. The age group is mainly concentrated among young people under 30 years old, accounting for 63.49%. The main educational qualifications are college/university degrees, accounting for 67.78%. The frequency of online shopping is more than three times a month, accounting for over 60%, which also indicates that the surveyed group is very familiar with online shopping and is very suitable for studying the willingness to consume old brands in the new media environment.

Table 1. Sample Descriptive Statistical Analysis Results

Characters	Classification	Frequency	Proportion/%
Gender	Males	222	46.44%
	Females	256	53.56%
Age	≤20	98	20.50%
	20~29	205	42.89%
	30~39	86	17.99%
	40~49	65	13.60%
	50~59	18	3.77%
	≥60	6	1.26%
Education	Junior high school and below	27	5.65%
	High School/Vocational High School	55	11.51%
	College/University	324	67.78%
	Postgraduate	68	14.23%
	PhD or above	4	0.84%
Online shopping frequency per month	≤3	189	39.54%
	3~5	245	51.26%
	≥6	44	9.21%

3.2. Reliability and Validity Testing

After conducting reliability analysis on the questionnaire data, it was found that the reliability of each factor was above 0.8, indicating that the variables in the survey scale have good internal consistency. The KMO value is shown to be 0.923 and significantly correlated at the 5% level, indicating good structural validity of the data indicators. All item factor loadings are greater than 0.65, and the cumulative explained total variance is 72.15%, indicating that the scale has good discriminant validity and structural validity.

Table 2. Sample Descriptive Statistical Analysis Results

Factors	Initial items	Standardized loading	Cronbach's α
Consumer attitude	I believe that purchasing time-honored brand products has quality assurance	0.883	0.902
	I think buying time-honored brand products is a fashionable behavior	0.945	
	I think buying time-honored brand products can propagate traditional culture	0.790	
	I think buying time-honored brand products makes me feel happy	0.755	
	I think buying time-honored brand products makes me feel satisfied	0.773	
	I think buying time-honored brand products can help me relieve stress	0.735	
Subjective norm	Those who are important to me (family/friends/neighbors/colleagues) support me in purchasing time-honored brand products	0.755	0.841
	Those who are important to me (family/friends/neighbors/colleagues) acknowledge my purchase of time-honored brand products	0.825	
	Those who are important to me (family/friends/neighbors/colleagues) praise my purchase of time-honored brand products	0.897	
	If the vast majority of family, friends, neighbors, and colleagues around me believe that they should purchase time-honored brand products, and I am more willing to participate	0.790	
	If the vast majority of my family, friends, neighbors, and colleagues recommend me to purchase time-honored brand products, I would be more willing to participate	0.858	
	If many people post their feelings about purchasing products from time-honored brand products on their social media, then I would be more Willing to participate	0.653	
Perceptual behavioral control	I have enough income to support my purchase of time-honored brand products	0.764	0.821
	I know where to buy time-honored brand products	0.771	
	I have ways to know about time-honored brand products	0.748	
Intention to purchase time-honored brand products	I am willing to try purchasing related products from time-honored brands	0.826	0.822
	I am more willing to purchase time-honored food products	0.758	
	I am more willing to purchase time-honored cultural products	0.775	
	I am more willing to purchase time-honored pharmaceutical products	0.834	
	I am more willing to purchase time-honored products in the daily necessities category	0.720	
The level of new media marketing for time-honored brands	I think using new media to promote time-honored brands can encourage me to purchase	0.718	0.853
	I think using new media to promote time-honored brands can make it easier for me to purchase	0.713	
	I think using new media to promote time-honored brands can help me better understand their products	0.767	

3.3. Regression Analysis

This paper evaluates the structural equation model using AMOS24.0, and the results are shown in Fig 2. The structural model reflects the relationship between various latent variables. The results indicate that the five hypotheses H1, H3, H5, H6, and H7 are all valid, while the two hypotheses H2 and H4 are not valid, as shown in Table 3. The hypothesis that the level of new media marketing by time-honored brands and attitudes towards purchasing time-honored brand products have a positive impact on purchase intention is valid, with standardized path coefficients of 0.183 and 0.382, respectively. The hypothesis that subjective norms, perceived behavioral control, and the level of new media marketing for time-honored brands will positively affect consumers' attitudes towards purchasing time-honored brand products is established, with standardized path coefficients of 0.425, 0.234, and 0.284. In conclusion, the impact mechanism of consumer purchase intention of time-honored brand products mainly includes three aspects.

3.3.1. Subjective norms become the most important factor influencing consumer attitudes

This may be because group norms from virtual social networks have more social attributes, and the increase in social attributes may greatly promote consumer emotional responses, thereby affecting attitudes.

3.3.2. The level of new media marketing for time-honored brands can significantly influence consumer attitudes and promote the conversion of consumer behavior purchase intentions

The use of new media for promotion of time-honored brands can promote consumer understanding of time-honored brands and encourage them to purchase their products. Utilizing new media for promotion and marketing of time-honored brands is an effective way to promote consumer purchases.

3.3.3. Perceived behavioral control can significantly influence the attitude of consumers, but it cannot significantly affect their behavior

This indicates that the convenience of purchasing time-honored products does not ultimately affect consumer purchasing intentions, so online purchasing channels without supporting online marketing cannot increase sales of time-honored brand products.

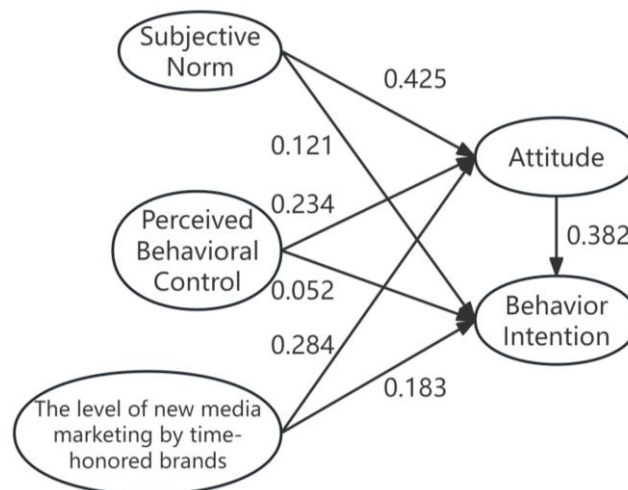


Figure 2. SEM results

Table 3. Hypothesis test table

Hypothesis	Path	Standardized coefficient	t-value	p-value	Results
H1	Subjective norms→consumer attitudes towards purchasing time-honored brand products	0.425	3.563	0.000***	Support
H2	Subjective norms→consumer intention to purchase time-honored brand products	0.121	1.269	0.233	Reject
H3	Perceived behavioral control→consumer attitudes towards purchasing time-honored brand products	0.234	6.855	0.000***	Support
H4	Perceived behavioral control→consumer intention to purchase time-honored brand products	0.052	0.923	0.334	Reject
H5	The level of new media marketing→consumer attitudes towards purchasing time-honored brand products	0.284	3.553	0.000***	Support
H6	The level of new media marketing→consumer intention to purchase time-honored brand products	0.183	2.977	0.002***	Support
H7	consumer attitudes towards purchasing time-honored brands→consumer intention to purchase time-honored brand products	0.382	4.132	0.000***	Support

4. CONCLUSIONS AND RECOMMENDATIONS

4.1. Research Conclusion

This paper takes consumer research data as a sample and based on TPB theory, establishes a mechanism model for the impact of consumer willingness to consume time-honored brand products in the new media environment. The conclusion is as follows: Subjective norms become the most important factor influencing consumer attitudes. The level of new media marketing for time-honored brands can significantly influence consumer attitudes and promote the conversion of consumer intention to purchase time-honored brand products. Perceived behavioral control can significantly influence the attitude of consumers, but it cannot significantly affect their behavior.

4.2. Policy Suggestion

4.2.1. From the perspective of subjective normative

Time honored brands can strengthen the emotional connection between brands and consumers through various forms of marketing activities such as telling brand stories, nostalgic advertisements, and product promotions, enabling consumers to have a positive attitude towards brand extension and increasing their willingness to purchase extended products. Social media in new media provides precise segmentation of users, allowing companies to use precision to push advertisements to target consumers, improving the efficiency and effectiveness of brand communication. Consumers are more likely to develop a sense of identification and trust in information posted on social media, which also

makes it easier for consumers to make value judgments about the information. The development of social media is an opportunity to improve the image and spread culture of time-honored brands, providing the best channel for them to approach and understand consumers.

4.2.2. From the perspective of new media marketing for time-honored brands

Most time-honored brands are small and micro enterprises with relatively small scale, outdated concepts, insufficient funds, and most of them are local brands. The market scope of their products is also relatively narrow. Therefore, using new media for marketing is one of the most suitable ways for them to expand their market, which can achieve twice the result with half the effort. First, developing time-honored brand e-commerce through new channels and business models, giving consumers a new brand image and quickly occupying the market, such as live streaming, Xiaohongshu platform, etc. Secondly, digging into the unique production process and brand value of time-honored brands, expanding their domestic and international influence, and enhancing consumers' sense of belonging to the culture of time-honored brands. Finally, absorb high-quality talents and build a new media operation team. Time honored brands are unable to achieve innovative and sustainable output of new media content, partly due to a lack of new media talents who possess relevant new media technologies and meet the current needs of new media communication.

4.2.3. From the perspective of perceptual behavioral control

Promote innovation in time-honored brand products. Guide and support time-honored brand enterprises to refine and optimize their traditional products, while also guiding them to adapt to the needs of e-commerce development, develop network marketable products and styles, and extend the industrial chain. By promoting business model innovation, time honored brand enterprises can leverage online platforms to engage in mixed operations across multiple formats. For example, time-honored brand catering enterprises can provide convenient food products for consumers, including semi-finished products, cooked food, and seasonal food, making it convenient for consumers to cook at home. Time honored brand pharmaceutical enterprises can develop emerging service methods such as remote prescription review and online ordering and delivery, making it convenient for consumers to seek medical treatment online and breaking geographical restrictions.

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